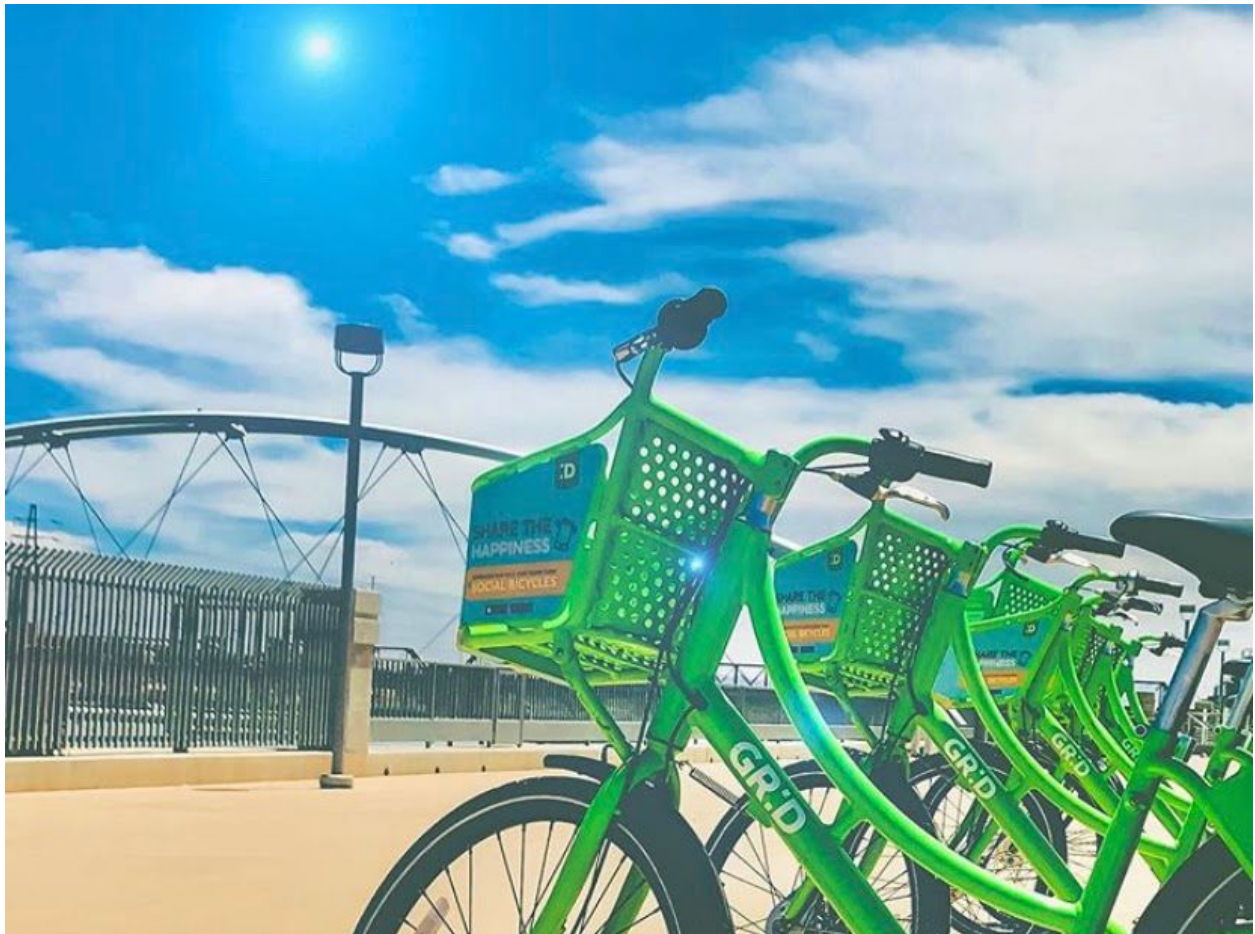




BIKE SHARE

## June 1 - June 30 2020 Tempe Report



GRID Bike Share is Operated By:



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# System Snapshot

**Table 1**

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	740	N/A
Trips		
Total Trips	1,622	831
Trips Per Day (average)	54	28
Utilization Rate (trips per bike per day)	0.08	0.09
Active Members		
Total Membership	39,560	N/A
Monthly/Yearly Plans	588	N/A
Pay-As-You-Go & 7 Day Plan	38,972	N/A
Revenue		
Total Revenue	\$8,161.76	\$2,897.19
Maintenance/Customer Service Activity		
Total CS Cases Created	67	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

## Membership

**Table 2: Active Members (Full System)**

Membership Type	New Sign Ups	Total Active Members
Student	14	258
Monthly	0	134
Annual	5	105
Other	1	91
Pay as You Go	612	38,842
7 Day Pass	61	130
<b>Total</b>	<b>693</b>	<b>39,560</b>

## Trips

**Table 3: Cumulative Trips Per Day of the Week - June (Tempe Only)**

M	T	W	Th	F	Sa	Su
135	148	82	78	71	128	189

**Table 4: Trip Initiation Method (Tempe Only)**

Mobile	259
Keypad (manually entered)	554
Keypad RFID Card	5
Website	13

**Table 5: Trips**

	June (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	1,622	15,659	831	7,951
Total Miles Ridden	3,742	43,762	2,092	24,665
Avg Trip Distance	2.2	2.7	2.5	3.0
Avg Trip Time	1:04:54	49:24	0:50:49	1:00:45
Avg Weekday Trips	47	75	23	37
Avg Weekend Day Trips	72	151	40	60
Holds	76	861	n/a	n/a
Ended out of Hub	399	3,603	249	2,280
Ended out of System Area	20	167	13	89

*Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".*

**Table 6: Trip Stats by Member Type (Full System)**

Member Type	June Trips	%	Trips YTD	% YTD
Pay-as-you-go	942	58%	8,490	54%
7 Day Pass	180	11%	1,632	10%
Annual	94	6%	1,138	7%
Monthly	163	10%	1,678	11%
Student	110	7%	1,724	12%
Other	133	8%	997	6%
<b>TOTAL</b>	<b>1,622</b>		<b>15,659</b>	

**Table 7: Trip Stats by Member Type (Tempe Only)**

Member Type	June Trips	%	Trips YTD	% YTD
Pay-as-you-go	466	56%	4,582	58%
7 Day Pass	105	13%	979	12%
Annual	89	11%	621	8%
Monthly	60	7%	548	7%
Student	104	13%	1,193	15%
Other	7	1%	28	1%
<b>TOTAL</b>	<b>831</b>		<b>7,951</b>	

Sunday June 7th was the highest day for regional ridership with a total of 99 trips taken. For trips originating in the Tempe service area, Sunday June 7th was the top day for ridership with 63 trips taken.

## Station Performance

**Table 8: Regional Station Performance**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T17 Tempe Beach Park	233	T08 Apache Blvd / Price Rd	1
T29 Tempe Town Lake Marina	187	P141 Phoenix College	0
T20 Tempe Center for the Arts	167	P102 1st St / Buchanan	0
T18 Neil Giuliano Park	83	7th St. / Garfield St	0
P129 5th St / Roosevelt St	83	T23 Escalante Center	0
T14 College Ave / University Dr	73	P101 5th St / Grant St	0
P196 2nd St. and Roosevelt	68	P176 Buckeye Rd / 13th St	0
T05 McClintock Dr / Apache Blvd	67	ASU Hayden Library - Cady Mall (Virtual Hub)	0
T03 Rural Rd / Terrace Rd	65	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P123 5th Ave / Fillmore St	64	ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0

**Table 9: Tempe Station Performance**

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	113	120	233	0	2.93
T29 Tempe Town Lake Marina	9	92	95	187	0	11.26
T20 Tempe Center for the Arts	10	75	92	167	0	0.73
T18 Neil Giuliano Park	15	37	46	83	0	0
T14 College Ave / University Dr	15	37	36	73	0	0
T05 McClintock Dr / Apache Blvd	15	34	33	67	0	0
T03 Rural Rd / Terrace Rd	11	30	35	65	0	0
T24 Westside Center	10	27	18	45	0	7.36
T19 Kiwanis Park	15	20	23	43	0	0
T27 McAllister Ave / Apache Blvd	25	21	21	42	0	0
T31 5th St / Mill Ave	15	19	21	40	0	0
T11 University Dr / Mill Ave	20	12	18	30	0	0
T30 Evelyn Hallman Park	8	11	10	21	0	0
T15 8th St / Dorsey Ln	10	6	13	19	0	0
T10 Washington St / Priest Dr	10	7	10	17	0	0
T26 ASU Memorial Union	25	9	8	17	0	0
T02 3rd St / Mill Ave	9	5	10	15	0	0
T04 Apache Blvd / Dorsey Ln	10	7	6	13	0	0
T12 Rural Rd / Southern Ave	10	7	5	12	0	0
T28 Rio Salado Pkwy / Mill Ave	15	4	8	12	0	0
T09 Washington St / Center Pkwy	9	5	5	10	0	0
T13 College Ave / Apache Blvd	15	5	5	10	0	0
T16 Apache Blvd / Rural Rd	15	3	7	10	0	0
T32 North Tempe Multigen Center	10	4	6	10	0	0
T01 5th St / Forest Ave	25	3	6	9	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	3	6	9	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	4	4	8	0	0
T07 Smith-Martin / Apache Blvd	10	3	4	7	0	0
T25 University Dr. / ASU Student Housing	25	0	5	5	0	0
T22 Baseline Rd / Priest Dr	10	2	2	4	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	n/a	2	1	3	0	0
T08 Apache Blvd / Price Rd	10	0	1	1	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Orange St - S McAllister Mall (Virtual Hub)	n/a	0	0	0	100	0
T23 Escalante Center	10	0	0	0	0	0

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	149,680	1,617,480	83,680	986,600
Carbon Offset	3,293 lbs	38,511 lbs	1,841 lbs	21,706 lbs

*\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

*\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*



## Maintenance & Rebalancing Operations

**Table 11: System-Wide Operations Data**

	System Wide	Tempe
Average number of bikes in service each day	471	179
Bikes inspected in field	426	162
Bicycles repaired	118	31
Average bike repair time	60 min	60 min
Bikes lost or stolen this month	10	3
Graffiti Cleaned	1	0

**Table 12: Reported Repairs/Issues (Full System)**

	Type of Issue	June	YTD
1	Other	259	1,713
2	Seat	5	56
3	Shifting/Pedaling	8	45
4	Lock	38	237
5	Keypad	72	386
6	Brakes	4	41
7	Flat Tire	45	268
8	Lighting	8	45
9	Frame	4	28
	<b>Total</b>	<b>443</b>	<b>2,819</b>

## Customer Service Reporting

**Table 13**

The top customer service contact category for the GRID system in June was Member Inquiries.

Reason For Contact	June Created Cases (Full System)	YTD
Member Inquiries	23	123
Billing	1	20
Account Management	0	21
Bike Issue	5	31
Charges	18	118
General Education	4	47
Operations	13	70
Sign Up	1	3
Hub Request	0	0
Partnerships	2	8
New Program Request	0	0
<b>Total CS Cases Created</b>	<b>67</b>	<b>454</b>

**Table 14: Customer Service Responsiveness (Full System)**

Time of call/email request	
Avg time to answer	39 sec
Avg duration of call	4:17 min

**Table 15: Agreed Service Levels for Operations within the Tempe System Area**

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

## Financial Summary

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$2,730.00	34%	N/A
Ride Fees	\$4,950.76	61%	\$2,524.89
Out of Hub Fees	\$565.00	7%	\$308.55
Out of System Area Fees	\$40.00	1%	N/A
Rider Bonuses Given	-\$125.00	-1%	-\$63.75
<b>TOTAL</b>	<b>\$8,161</b>		<b>\$2,897.19</b>

*Data has not been audited and is only to be used as an approximation of Gross Revenue*

*\*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.*

## Marketing Summary

**Table 17: Social Media**

Social Media Outlet	Followers	Impressions
Facebook	2909(+89)	221
Twitter	1560 (+9)	3540
Instagram	132(-70)	557

**Table 18: Events**

Event Name	City	Date
All events cancelled	n/a	n/a

## Weather

Table 19 (Source: [www.wunderground.com](http://www.wunderground.com))

June	high	low	avg	Precip. sum
1	105	83	94.5	0
2	107	88	97.3	0
3	109	86	98.4	0
4	109	85	99	0
5	106	86	95.5	0
6	93	75	83.9	0
7	95	77	86.6	0
8	89	75	82.8	0
9	94	74	83.6	0
10	104	73	89.3	0
11	108	77	94.1	0
12	107	81	95.8	0
13	106	80	93.8	0
14	105	74	91.3	0
15	106	78	92.7	0
16	105	78	93.4	0
17	102	78	91.1	0
18	102	77	90.6	0
19	102	76	90.6	0
20	105	78	92.6	0
21	108	81	94.9	0
22	107	81	96.1	0
23	108	84	96.8	0
24	109	83	97.5	0
25	107	84	97.6	0
26	109	82	96.6	0
27	107	84	96.6	0
28	104	81	93.2	0
29	100	81	90.4	0
30	99	77	88.7	0